



2020 Case Study Compendium

Highlighting 12 Institutions that
Improved Outcomes to Deliver a Return
on Education for Their Students

Navigate for Two-Year Institutions



Table of Contents

Institution	Highlighted Result	Page
Elevating Faculty Engagement		
Arapahoe Community College <ul style="list-style-type: none"> • Midsize public associate college (9,600 students) 	225% Increase in early alerts	3
Pueblo Community College <ul style="list-style-type: none"> • Small public associate college (5,000 students) 	72% Increase in faculty response rate to progress reports	5
Cerro Coso Community College <ul style="list-style-type: none"> • Small public associate college (5,000 students) 	16% Increase in applicant conversion rate	7
Engaging Students with Student-Facing Technology		
Germanna Community College <ul style="list-style-type: none"> • Midsize associate college (7,207 students) 	\$507,770 Additional and preserved tuition revenue in one semester	9
Danville Community College <ul style="list-style-type: none"> • Small public associate college (4,000 students) 	25 percentage-point Higher retention rate for students with Academic Plan	11
Optimizing Guided Onboarding		
Mt. Hood Community College <ul style="list-style-type: none"> • Large public associate college (33,000 students) 	<2hrs Acceptance turnaround time	13
Pikes Peak Community College <ul style="list-style-type: none"> • Large public associate college (20,000 students) 	\$72K Additional tuition revenue	15
York Technical College <ul style="list-style-type: none"> • Midsize public technical college (5,819 students) 	\$1.39M Estimated preserved tuition revenue	17
Georgia Piedmont Technical College <ul style="list-style-type: none"> • Small public associate college (4,100 students) 	\$48K Additional tuition revenue	19
Transforming Academic Advising		
Broward College <ul style="list-style-type: none"> • Large public college (60,000 students) 	5% Increase in FTIC completion rate	21
Trident Technical College <ul style="list-style-type: none"> • Midsize public associate college (13,000 students) 	87% Percentage of Navigate users who've used <i>MyPath</i>	23
Wiregrass Georgia Technical College <ul style="list-style-type: none"> • Small public associate college (5,900 students) 	10% Increase in retention, Fall 2016-18	25

Navigate Interventions Lead to Increase in Advising Appointments and Much-Needed Funds for Students

Arapahoe Community College, Midsize Institution in Littleton, CO

- **About:** Arapahoe Community College, with three campuses and 9,600 students, is part of the Colorado Community College System. The three-year graduation rate is 20%.
- **Challenge:** Prior to partnering with EAB, Arapahoe struggled to gain traction with other early alert systems and faculty were wary of new student success technology. Departments and offices operated in silos, which led to uncoordinated and overwhelming communication to students. Advising appointments were also difficult to manage and track, and advisors found it challenging to maintain their caseloads.
- **Solution:** Arapahoe introduced Navigate’s early alert feature to streamline the process for faculty and ensure all student cases are properly triaged and addressed. Additionally, email and text message campaigns encourage students to schedule and attend advising appointments, lowering the no-show rate.
- **Impact:** The volume of early alerts increased 225% with Navigate compared to the previous system, which led to increased distribution of much-needed emergency funds. Following the outreach campaigns, the no-show/cancellation rate for advising appointments was just 7%.

Impact Highlights

225%
Increase in early alerts in Navigate vs. previous system

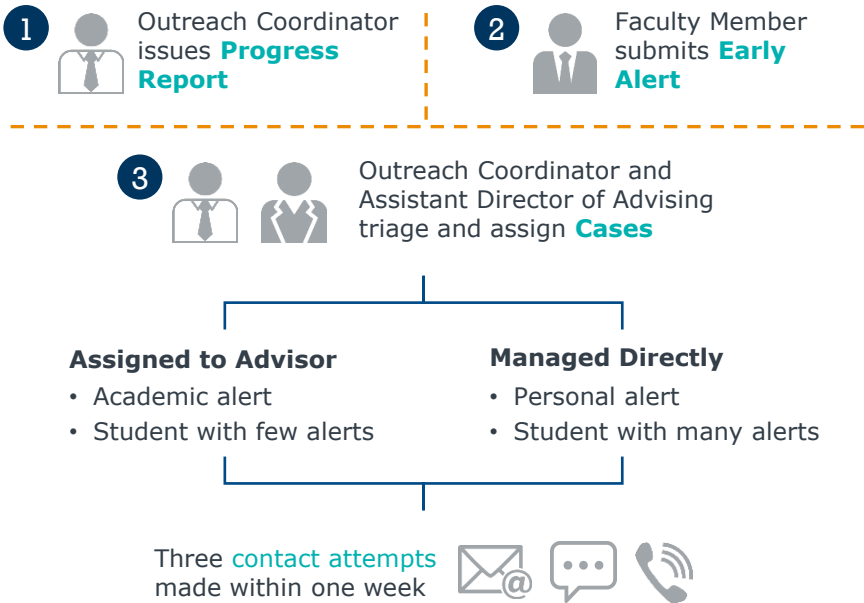
\$9,641
Emergency fund dollars distributed due to early alerts

92.9%
Portion of advising appointments attended following nudging campaigns

Straightforward Triage Process in Navigate Ensures All Cases Are Addressed

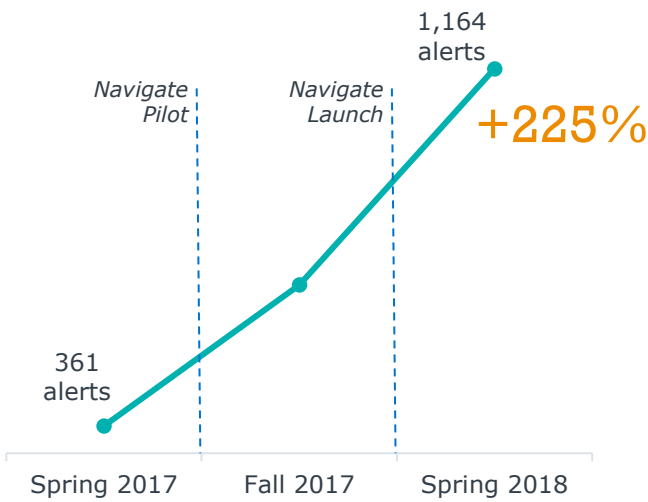
- #### Flaws in Pre-Navigate Early Alert System
- ✗ Faculty **passively issued alerts**, inconsistently across and within departments
 - ✗ Email reminders were minimal, poorly timed, and **not actionable**
 - ✗ Faculty were required to enter **redundant information** each time they issued an alert
 - ✗ Faculty **didn’t receive updates** after issuing an alert
 - ✗ Early alerts **didn’t generate trackable cases**

Navigate’s Early Alerts

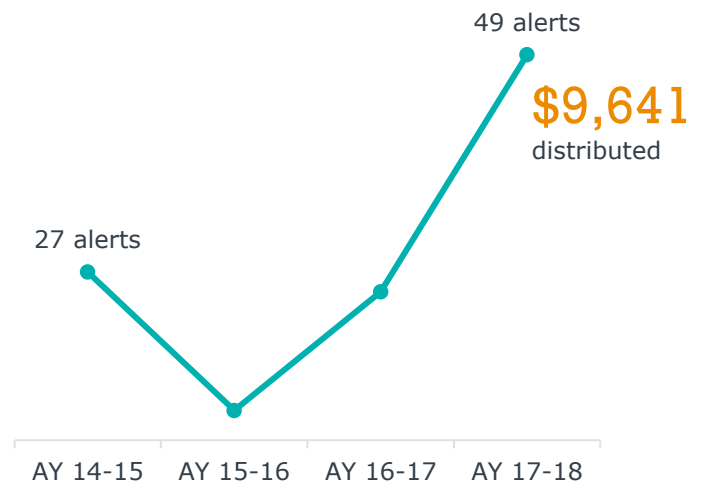


Increase in Early Alerts Directs More Money to Students Who Need It

Total Volume of Early Alerts



Emergency Fund Alerts and Utilization

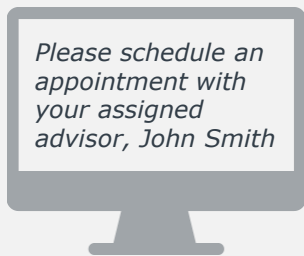


“Using early alerts has raised my awareness of issues beyond the classroom. **I’ve found myself asking deeper questions about the student.** Is there a family or financial issue impeding their success? Would a minor homework extension help this particular student to succeed?”

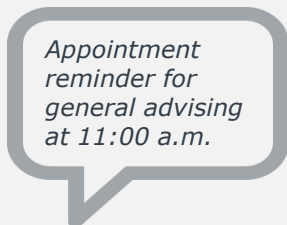
– Faculty Member

Registration Campaigns and Text Nudging Show Promising Results

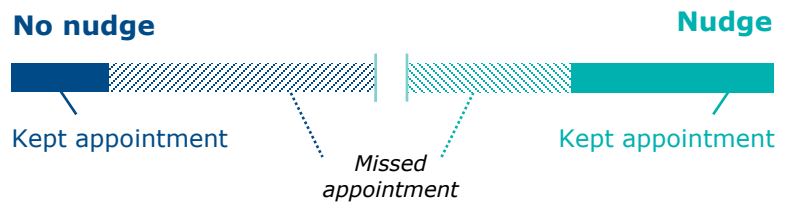
1 Fall Registration Email Campaign to All Currently Enrolled Students



2 Text Nudging to Select Students

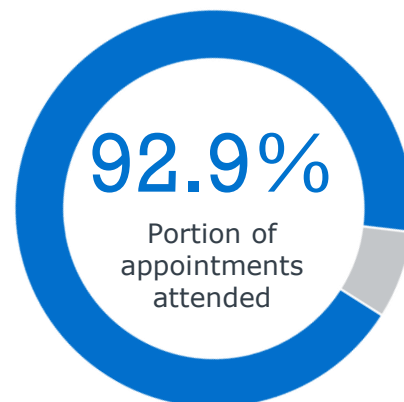


Students were **50% more likely** to keep their appointment when they received a text reminder



All Advising Appointments Scheduled Since March 2018

5,106
Appointments attended



391
No-shows or cancellations

COMMUNITY COLLEGE

Faculty Engagement and Coordinated Care Create Big Gains for Pueblo’s TRIO Program

Pueblo Community College, Mid-Sized College in Pueblo, CO

- **About:** Pueblo Community College (Pueblo) is a public institution that serves over 5,000 students across three campuses. Approximately 65% of Pueblo’s students are enrolled part-time.
- **Challenge:** Prior to 2016, Pueblo found it extremely difficult to achieve coordinated care on their campus. Despite their best efforts, advisors, faculty and staff were unable to collaborate effectively and ended up working in silos. TRIO program administrators received low faculty response rates to progress reports, a key measure of student performance. In addition, TRIO program enrollment was not as high as expected.
- **Solution:** After partnering with EAB, Pueblo implemented a student success management system that met the needs of their campus. Staff used student data from Navigate ‘Topics’ to make referrals to the TRIO program and Progress Reports were used to solicit early alerts. In order to achieve maximum participation from faculty, Pueblo provided robust training and set clear expectations from the outset.
- **Impact:** As a result of these changes, Pueblo saw a 72% jump in their faculty response rate to TRIO progress reports and nearly doubled their TRIO enrollment. Students also reported a high level of satisfaction after working with enrollment services staff.

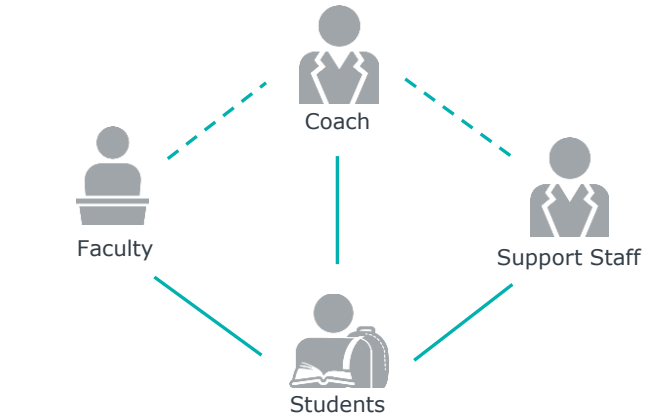
Impact Highlights

72
Percentage point increase in faculty response rate to TRIO progress reports

85%
Increase in TRIO enrollment from Fall 2016 to Spring 2018

Faculty and Staff Training a Key Driver of the Coordinated Care System

-  **1 Department Meeting Presentations and Department Chair Training**
April 2017
-  **2 Part-Time Instructor Training**
August 2017
-  **3 Weekly Faculty and Staff Training**
September 2017
-  **4 All-Campus Stakeholder Meeting**
October 2017
-  **5 Chair and Director Retreat**
June 2018



Emphasis on communication and faculty training laid the groundwork for a successful early alert launch. Stakeholders from 12 departments and five on-campus services received consistent training to prepare for and respond to the uptick in early alerts.

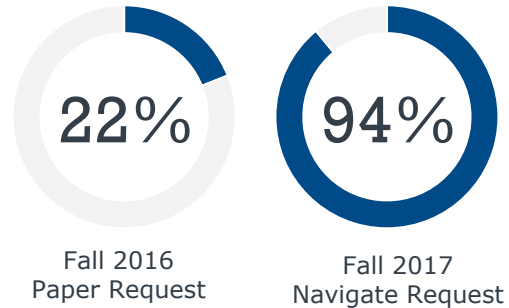
Timely and Consistent Early Alerts Facilitate Proactive Advising

Navigate Progress Reports allow faculty to quickly and easily flag students in need of support

Pueblo was able to achieve a **327%** increase in their faculty response rate by:

- ▶ Adopting an early alert technology that was easy to use and fully integrated with other student support functionality
- ▶ Communicating with faculty early and often about early alerts expectations and providing ongoing and varied training opportunities
- ▶ Closing the loop with faculty and soliciting feedback on how to improve the process even further

Faculty Response Rate to TRIO Progress Reports



72% difference



With previous progress reports, I would have to input all of my personal and course information for each student along with their early alert. With Navigate, I don't have to waste time documenting the same information over and over and I can quickly raise an alert for multiple students at the same time. That ease of use and time-savings is greatly appreciated!

- Math Faculty Member

Progress Reports have helped us to provide students with resources and interventions in a timely manner. Navigate has also empowered students to take an active role in their education and really understand what they can expect when it comes to earning their degree, something especially helpful for the first-generation college students served by our program.

-TRIO Program Director



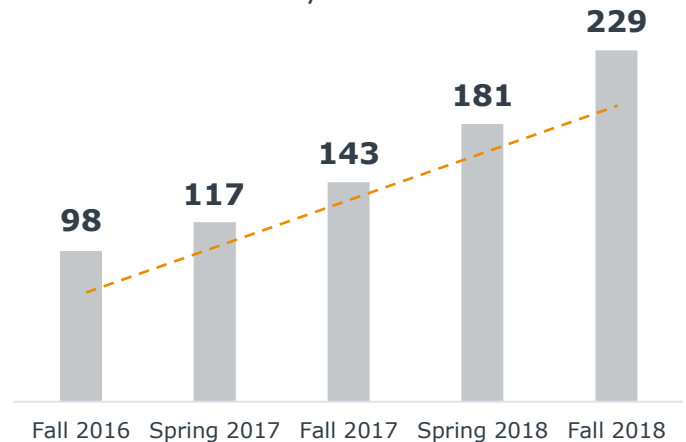
TRIO Program Nears Maximum Capacity After Technology Improvements

Navigate 'Topics' used as a key referral source for the TRIO program

Pueblo was able to achieve a **85%** increase in their TRIO enrollments by:

- ▶ Referring students to the TRIO program who opted in to qualifying 'Topics' within Navigate such as first-generation student
- ▶ Creating an electronic TRIO application, making it easier for students to access and complete the application
- ▶ Nudging students who abandoned the application to come back and complete the process

TRIO Student Enrollment Levels By Semester



93% of students agreed that the enrollment services staff "Responded to My Needs"

Clear Pathways and Course Guarantees Allow Students to Plan Ahead

Cerro Coso Community College, Associate College in Ridgecrest, California

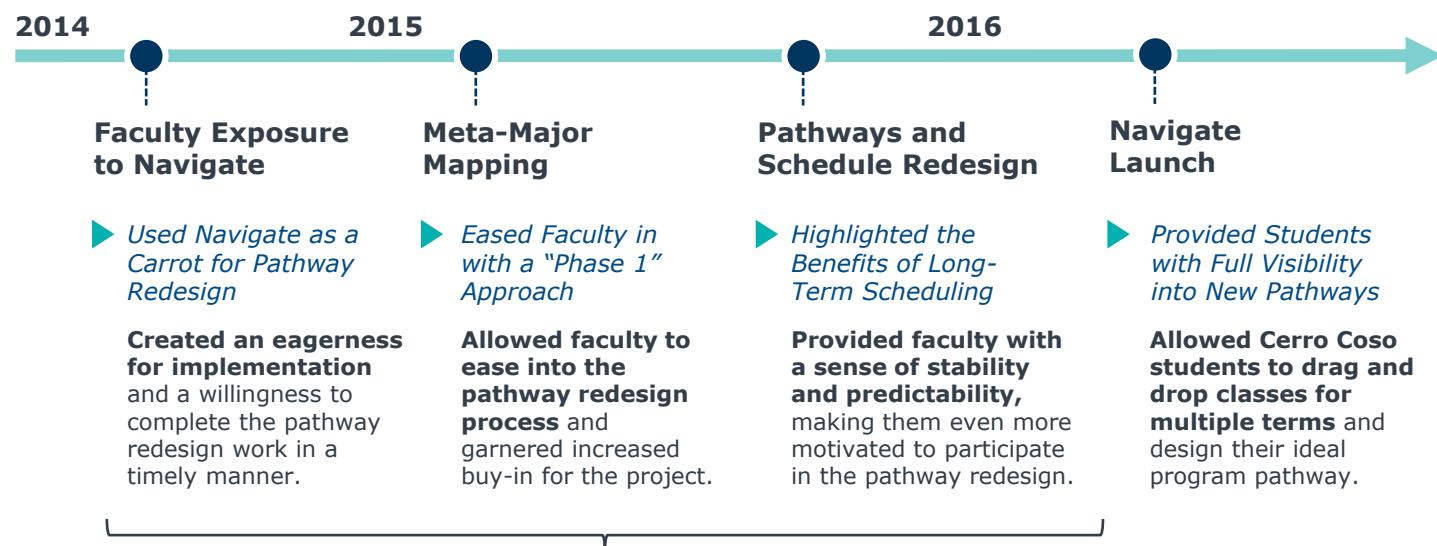
- **About:** Cerro Coso Community College (Cerro Coso) is a rural school with an enrollment of over 5,000 students across five campuses. 60% of Cerro Coso students are enrolled part-time.
- **Challenge:** In several surveys, students were expressing dissatisfaction with the college due to the high number of cancelled classes. The applicant conversion rate was below 45%, and students who enrolled favored online classes over in-person classes.
- **Solution:** Cerro Coso leadership launched a college-wide initiative for pathway redesign and long-term scheduling. Navigate set the transition in motion and enabled the college to complete critical pathway components before launching the technology to students.
- **Impact:** The improvements helped Cerro Coso achieve a 16% increase in applicant conversion, resulting in \$524k in additional enrollment fees in fall 2017.

Impact Highlights

16%
Increase in applicant conversion rate from fall 2015 to 2017

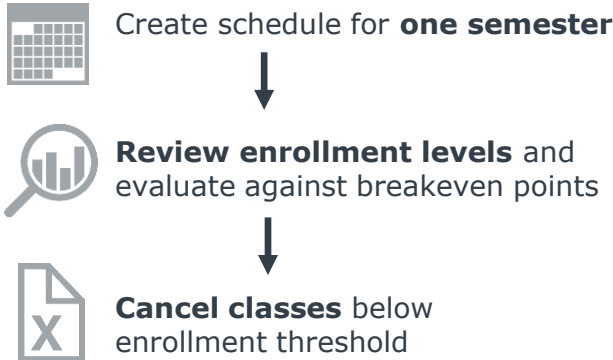
\$524K
Additional enrollment fees from enrolling a greater proportion of the total applicant pool in fall 2017

Navigate: A Catalyst for Faculty Engagement and Rapid Pathway Progress

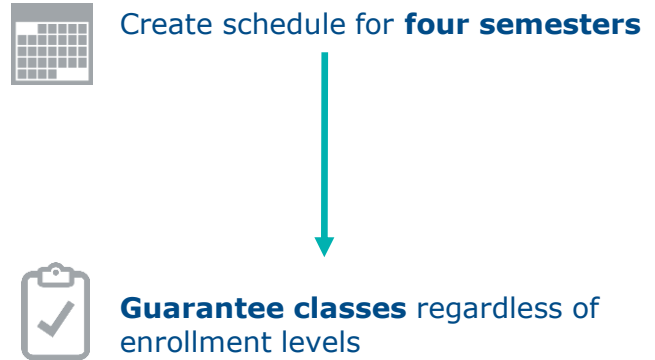


New Scheduling Process Creates Guarantees for Students

Previous Scheduling Process



Current Scheduling Process



Psychology Associate in Arts Degree for Transfer (AA-T)

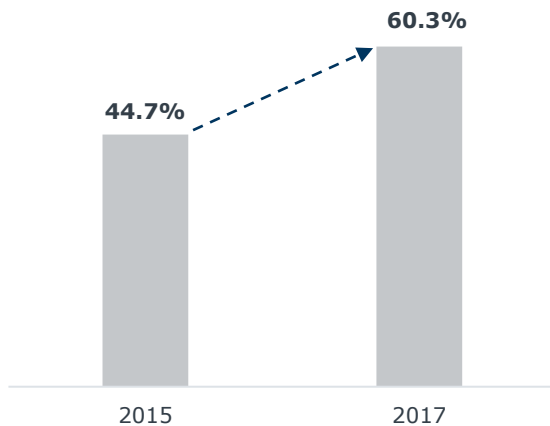
- This program consists of classes offered at Ridgecrest/IWV, KRV Lake Isabella, ESCC Bishop & Mammoth Lakes, and CC Online.
- Courses do not have to be completed in the order listed, except for listed prerequisites.
- It is expected that the student will have completed MATH Co53 or Co55 and ENGL Co70 or the equivalent before attempting this major.

New program maps highlight guaranteed courses by campus and term offered

Courses - Complete the following courses	Ridgecrest/IWV				KRV Lake Isabella				ESCC Bishop				ESCC Mammoth				CC Online			
	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018
MATH C121 (4 Units) Prerequisite: MATH Co53 or Co55	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
or MATH C121H (5) Prerequisite: MATH Co53 or Co55	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
PSYC C101 (3)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
or PSCY C101H (4) Prerequisite: ENGL Co70	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
PSYC C271 (3) Prerequisites: MATH C121																	■	■	■	■

Student-Centered Design Increases Enrollment and Improves Student Experience

15.6% Increase in Applicant Conversion Rate



“I love, love, love being here. There are tons of services here and **for a small campus I am still able to get the classes I need** by planning ahead.”

“**I love all of the improvements** my college is making!”

“CC offered a class with only 4 of us because we needed it for our major. That would never have happened at my previous college. **I will graduate on time now.**”

- Cerro Coso Students

Eliminating Barriers to Onboarding and Making Academic Planning More Accessible for Students

Germanna Community College, midsize associate college, Locust Grove, VA

- **About:** Germanna Community College (GCC), part of the Virginia Community College System (VCCS), has 7,207 credit-earning students, a 68% retention rate, and a 37% graduation rate.
- **Challenge:** Prior to VCCS’s system-wide implementation of EAB’s Navigate, GCC struggled with a muddled onboarding process that left students confused and inefficient advising that didn’t focus on long-term academic planning. In the words of GCC’s Assistant Dean of Student Development, “Students were more confused than they were educated.”
- **Solution:** GCC automatically provides all student applicants with access to Navigate as a checklist for onboarding. GCC also integrated Navigate’s Academic Planning tool into its freshman orientation course, allowing students and advisors to easily collaborate on academic plans across students’ first term and beyond.
- **Impact:** GCC’s applicant-to-enrollee rate increased by 14.5% in one year. Additionally, students with an academic plan in Navigate enroll in 3.4 more credit hours per semester on average and are 12.7 percentage points more likely to persist, equating to a combined \$507,770 in additional and preserved tuition revenue each semester.

Impact Highlights

14.5%
Increase in applicant-to-enrollee conversion rate after launching Navigate

\$507,770
Additional and preserved tuition revenue in one semester

With Technology-Enabled Onboarding, More Applicants Are Enrolling

Navigate Helps Remove Barriers to Enrollment and Reduce the Burden on Students

BEFORE NAVIGATE

Students expected to be proactive, intuiting next steps in the process

- Applicants must complete multiple steps, like FAFSA and tuition payment, **without clear guidance on timing**
- Required steps to enroll are often **confusing for first-time applicants**
- No easy way for students to find the right person to **ask for help**
- Students often had to **wait hours** at the advising office to meet with their advisor

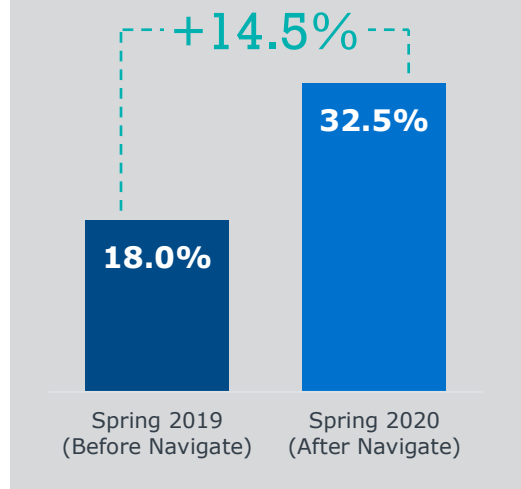
AFTER NAVIGATE

Advisors use Navigate outreach campaigns to help applicants make appointments, pacing key onboarding steps

- One day after applying, students receive **instructions to log into Navigate** and access a prioritized to-do list
- Advisors use **campaigns** to help applicants schedule time to discuss onboarding steps
- Students can easily **identify and contact their assigned advisor** in Navigate
- Students schedule advising appointments in Navigate and **check in using Navigate kiosks**, cutting wait times

SEEING AN IMPACT

Applicant-to-enrollee conversion rate before and after using Navigate to improve onboarding



A More Intuitive, Long-Term Approach to Academic Planning

Academic Planning Workspace in Navigate Allows Students and Advisors to Easily Work Together

BEFORE NAVIGATE

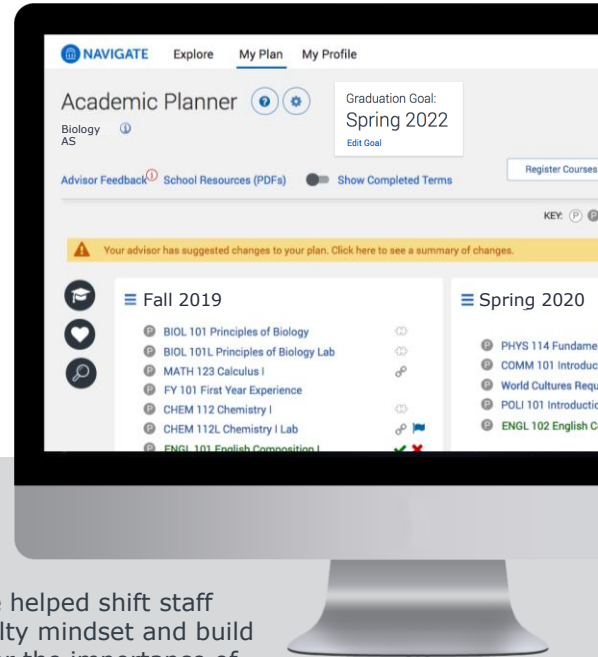
Difficult to track plans, duplicating work each semester

- Students complete a **pen-and-paper plan** while meeting with their advisor
- Students often lose this document and have to **start over every semester**
- Advisors had **no standardized way to store notes** or documents

AFTER NAVIGATE

Long-term planning that supports collaboration

- Students **build a multi-term plan in Navigate** during their freshman orientation course
- Advisors can **access, share feedback, and approve** plans directly in Navigate
- Both students and advisors can review and adjust plans **in future semesters**



KEYS TO SUCCESS



Before launching Navigate, leadership worked with faculty to ensure curriculum info was accurate and complete



GCC partnered with EAB to host Navigate trainings for all advisors and faculty, starting with basics

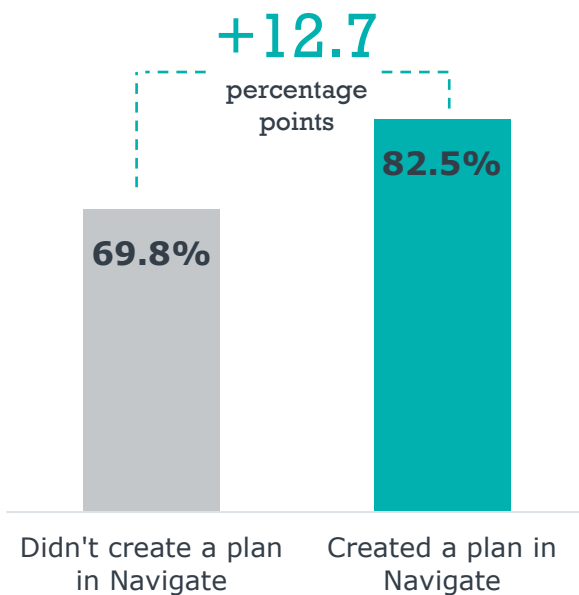


Navigate helped shift staff and faculty mindset and build buy-in for the importance of simpler academic planning

Improved Academic Planning Process Pays Off

Fall-to-Spring Reenrollment Rate

Based on Whether or Not Students Created an Academic Plan in Navigate

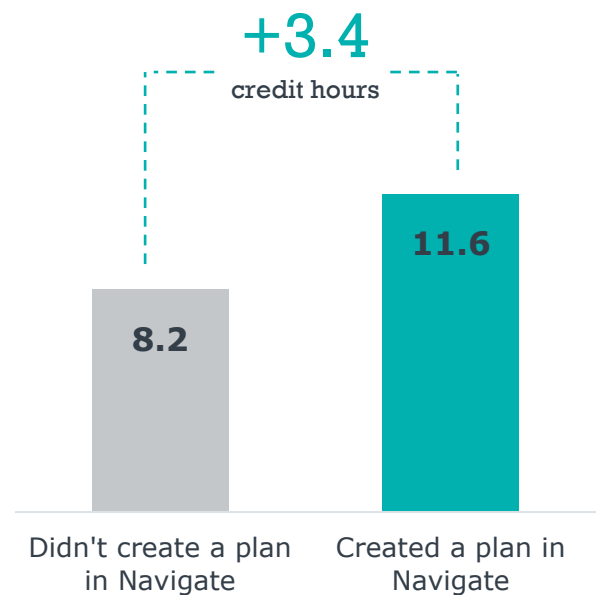


\$173,450

Tuition revenue for one semester from 91 additional reenrolled students

Average Credit Hours Per Semester

Based on Whether or Not Students Created an Academic Plan in Navigate



\$334,320

Tuition revenue for one semester from 585 students with higher course loads

Improving Retention Despite Limited Resources with Academic Planning in EAB's Navigate

Danville Community College, Small Community College, Danville, VA

- **About:** Danville Community College (DCC) is a small campus serving 4,000 transfer and technical students in a very rural, socioeconomically depressed part of south-central Virginia. DCC, one of 23 campuses in the Virginia Community College System, has a 31% graduation rate, 9% transfer-out rate, and 63% retention rate.
- **Challenge:** At DCC, full-time teaching faculty handle all academic advising but have limited time to devote to it and lack logistical support. Additionally, an inconvenient scheduling process required students to sign up for advising appointments in person. Students also lacked information on course requirements, so appointments focused on course planning without time for more holistic conversations.
- **Solution:** DCC partnered with EAB and integrated the Academic Planning (AP) tool in Navigate into their required Student Development course (SDV 100), giving students deeper insight into course requirements and empowering them to plan their own schedules, saving advisor time and effort.
- **Impact:** Students who completed an Academic Plan in Navigate retained at 25 percentage-point higher rate than those who did not. After integrating AP into SDV 100, DCC saw Navigate adoption increase by a factor of six.

Impact Highlights

25 percentage-point

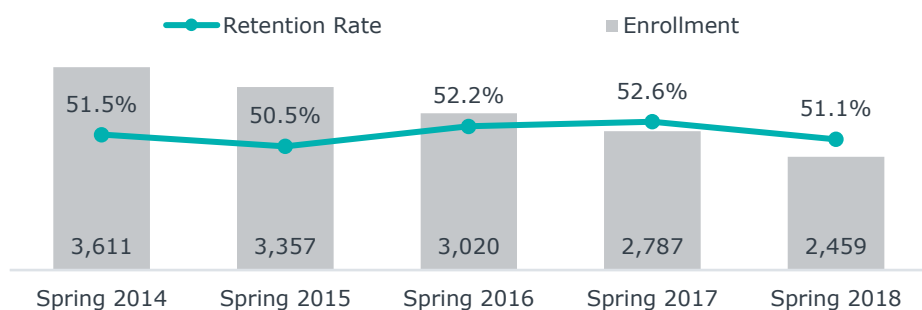
Higher retention rate for students who completed an Academic Plan in Navigate compared to those who did not

6x

Increase in Navigate adoption since integrating Academic Planning into SDV 100

Stagnant Outcomes and Limited Resources Point to a Need for Change

Enrollment Declining, Retention Stagnant



Limited and Constrained Faculty Resources for Advising

- ✗ Faculty could only devote about 10% of their time to advising
- ✗ Students required to sign up for advising appointments in person
- ✗ No additional support staff to handle logistics or respond to faculty questions
- ✗ Students were not prepared, so entire meeting focused on course planning



NEED

How can we free up time during advisor meetings for more holistic conversations with students?



SOLUTION

Empower students to understand and plan their own course schedule using Academic Planning in Navigate

How Academic Planner Helps Students Stay on Track

Students and Advisors Collaborate on Plans in a Shared Workspace

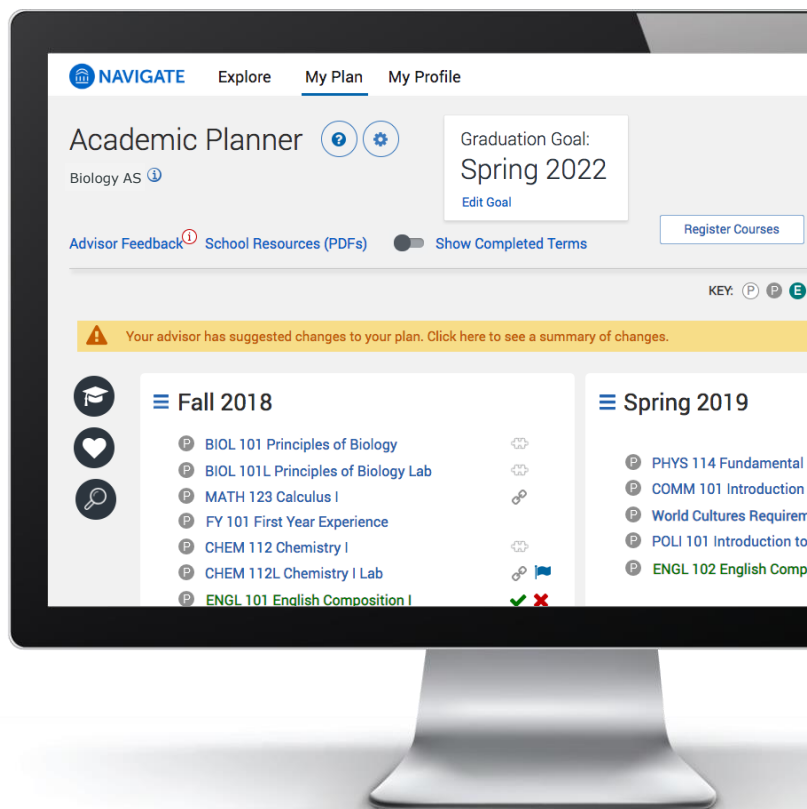


All 23 Virginia Community College System (VCCS) campuses require first-year students to take **Student Development (SDV) 100, a college success course** focused on several key skill sets, including studying and classroom success; goal setting and time management; and learning styles and strategies.

- 1 SDV 100 students are prompted to create a **Personal Education Plan** in Navigate
- 2 Students must then meet with their advisor and **review their plan** prior to registering for the next term
- 3 During and after this meeting, **advisors can make edits** or comments in Navigate's shared Academic Planner workspace
- 4 Once changes for the next term are agreed upon, **students complete their registration**



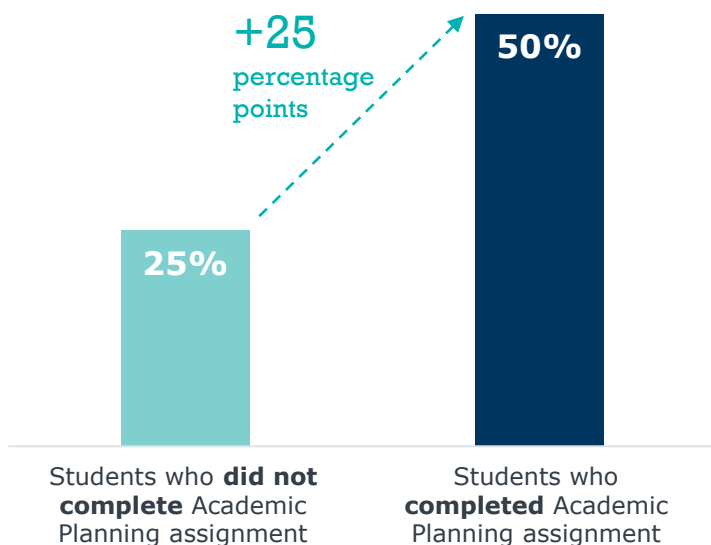
Danville students can also use Navigate Student to view timely **to-do items**, explore **majors and careers**, access **academic resources**, schedule **advising appointments**, and more



Retention Climbs When More Students Plan in Navigate

Retention Rate of SDV 100 Students

Based on Completion of Academic Planning in Navigate



Since Integrating Navigate Academic Planning into SDV 100:

6x

Increase in students who logged into Navigate multiple times

3x

Increase in overall student usage of Navigate



“Our quality enhancement plan focuses on **improving advising** for students by emphasizing the importance of meeting with your advisor, creating an academic plan, and engaging with college resources. **EAB Navigate has offered us a significant weapon in our battle.**”

-Director, Academic Planning and Student Engagement



Automating Admission Process Eliminates Common Enrollment Barriers

Mt. Hood Community College, Public, Associate College in Gresham, Oregon

- **About:** Mt. Hood Community College (MHCC) is a public community college with over 33,000 students across three campuses. The six-year graduation rate is 21%.
- **Challenge:** Prior to fall 2017, 68% of students were lost between application and registration. This high attrition rate was due to a number of outdated workflows. The college’s admission process was manual, tedious, and lacked coordinated processing, which resulted in delayed application review and student ID generation.
- **Solution:** In 2015, MHCC leadership cleared up an IT backlog and transitioned new leadership into key roles. A year later, MHCC partnered with EAB to address their admission workflow, automate their enrollment process, and instill a student success culture across campus.
- **Impact:** As a result, the turnaround time for acceptance dropped to less than two hours, and MHCC saw a 3% increase in percentage of applicants who registered within three days.

Impact Highlights


3%
Increase in percentage of applicants who register within three days

<2hrs
Turnaround time for acceptance to Mt. Hood, vs. 72 hours in fall 2015

Overview: Creation of A Shared Student Success Vision

How MHCC Is Transforming Their Culture Year After Year

1 Revealing campus blind spots



EAB and MHCC leadership examined the onboarding process and determined that the ID provision was the biggest roadblock—and opportunity for improvement.

Leadership met with internal staff to look into the “ins” and “outs” of the admission process from the student perspective.


2 Forming cross-department teams



To build momentum and increase shared knowledge across departments, MHCC created teams from Admissions, IT, Records, and Registration based on:

- Experience
- Scope and magnitude of project
- Complementary skill sets

3 Utilizing data to drive institutional change

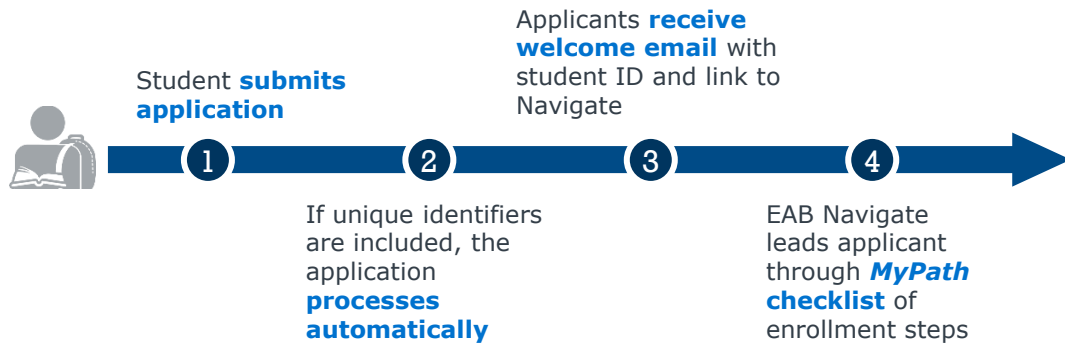


In order to gain buy-in and break silos, the project manager used data as a “teaching moment” to improve the process and empower staff. This enabled MHCC to identify areas where they could automate and increase staff capacity for more essential tasks.

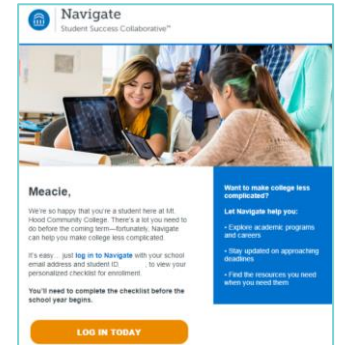
Empowered by Data to Coordinate the Admission Process

Immediate Electronic Notifications Allow Students to Enroll Right Away

The Navigate Admission Process

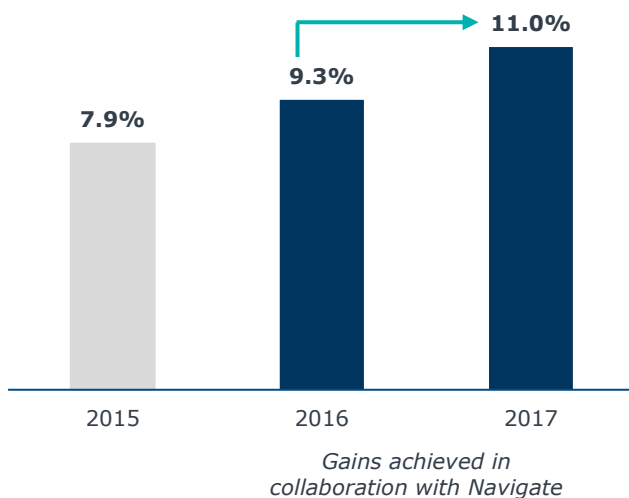


Total Time: <2 Hours



Quick Acceptance Motivates Students to Continue Through to Registration

Percent of Applicants Registered Within Three Days of Acceptance



MyPath Checklist Supports Thoughtful Decision-Making

Sample Questions

- What major do you want to pursue?
- What are your goals coming to college?
- What are you good at? What do you care about?
- What other responsibilities do you have outside of school?

Results After the First Year

11%

Fall applicants registered within three days of application, compared to 7.9% in 2015

90%

Of applicants receive an ID, welcome letter, and Navigate login within two hours

“ I Love Navigate! It gives students tons of information at their fingertips without the need to dive deep into our website to try to find what they need to know.

-Project Team Member

Non-Enrolled Students Provide Key Insights Into Reducing Applicant Loss

Pikes Peak Community College, Public Associate College in Colorado Springs, CO

- **About:** Pikes Peak Community College (Pikes Peak) serves approximately 20,000 students across three campuses. Only 20% of students matriculate directly from high school, and 25% have a military affiliation. In 2015, 60% of applicants were lost prior to the first day of classes.
- **Challenge:** After discovering that 93% of non-enrolled applicants did not go on to enroll at another institution, college leadership decided to survey lost applicants. Student responses revealed numerous communication breakdowns, including long turnaround times, unclear messaging, and inflexible practices.
- **Solution:** Once clear about the challenges that applicants were facing, Pikes Peak utilized Navigate to streamline their onboarding process. Key services, such as advising and placement testing, were also redesigned to be more applicant-friendly.
- **Impact:** Through its partnership with EAB, Pikes Peak was able to increase their applicant yield, resulting in \$72k in additional tuition revenue. Pikes Peak also saw a marked uptick in advising appointments for new students; 7% increase from 2016 to 2017.

Impact Highlights

7%
Increase in advising sessions for new students from fall 2016 to fall 2017

\$72K
Additional revenue earned from enrolling a greater proportion of the total applicant pool in fall 2017

Student Survey Shows Significant Room for Onboarding Improvements

Survey of non-enrolled students reveals many preventable barriers to enrollment







“I wanted to attend but **I kept getting the run around**.... I felt as if this college didn't care if I went there or not. I couldn't even find out who my advisor was, and now I am going to a different school that is helping me a lot more.”

“**I can't call off work just to be on hold** and then told to go to a different campuses for financial aid.... If I could fix things over the phone or get told on the phone exactly what was needed I would be in classes right now.”

Communicating clearly and effectively to students became the top priority

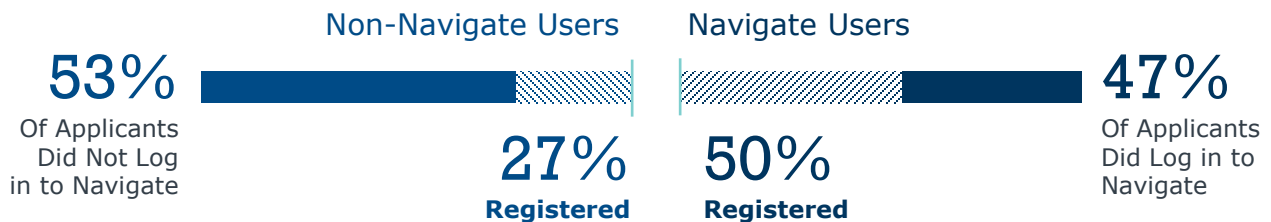
- ✓ Emails now sent to **personal email addresses** to increase open rates and Navigate logins
- ✓ **Word count has been reduced** to focus students' attention on next steps
- ✓ Emails contain a singular **call to action** rather than multiple directives
- ✓ **Targeted email campaigns** are sent with increasing frequency as the semester approaches

Key Onboarding Steps Redesigned to be More Flexible and Less Overwhelming

	Student Advising	Placement Testing	Resource Sharing
2016	 <p>Group advising at new student orientation</p> <p><i>Challenge: Not enough personal attention</i></p>	 <p>Student must take placement test before registering</p> <p><i>Challenge: Delays in registration</i></p>	 <p>Campus resource info crammed into orientation session</p> <p><i>Challenge: Students feel overwhelmed</i></p>
Now	 <p>One-On-One Advising with flexible availability (evening or weekends, phone appointment, during registration, etc.)</p>	 <p>Academic History Forms provided as an alternative mechanism to placement testing</p>	 <p>Student Success Seminars run after students are registered for classes, and are focused solely on resources</p>

Navigate Impacts a Wide Variety of Success Metrics at Pikes Peak

Applicants Were **Twice as Likely** to Register if They Used Navigate



16%

Increase in **FAFSA Applications** from fall 2016 to fall 2017 with 2,331 FAFSA link clicks from Navigate *MyPath*

28%

Of applicants for fall 2017 submitted an online **academic history form** with 3,486 link clicks from Navigate *MyPath*

7%

Increase in **advising sessions for new students** from fall 2016 to fall 2017

How a Technical College Improved Grad Rate with Tech-Enabled Academic Planning and Streamlined Onboarding

York Technical College, Two-Year Technical College, Rock Hill, SC

- **About:** York Technical College, part of the South Carolina Technical College System, enrolls 5,819 undergraduate students in 108 academic programs. They have an 18% FTFT graduation rate and 64% fall-to-fall retention rate.
- **Challenge:** Faced with several years of stagnant persistence and completion rates, York Tech undertook a large-scale approach to improving student success utilizing a Guided Pathways framework. They focused on addressing their fragmented onboarding process and inconsistent advising experience that failed to provide adequate support to undecided students, a population with higher attrition.
- **Solution:** York Tech partnered with EAB in 2017 and launched Navigate to empower and better guide students inside and outside the classroom. York Tech leveraged Navigate’s Academic Planning module to help students craft better plans. They also streamlined onboarding, implementing the Navigate Student app to engage students in their first year.
- **Impact:** The implementation of various improvement efforts to onboarding, major exploration and pathways, and academic planning in conjunction with other initiatives contributed to a 4.4% increase in the overall graduation rate across two years, as well as \$1.39M in preserved tuition revenue.

Impact Highlights

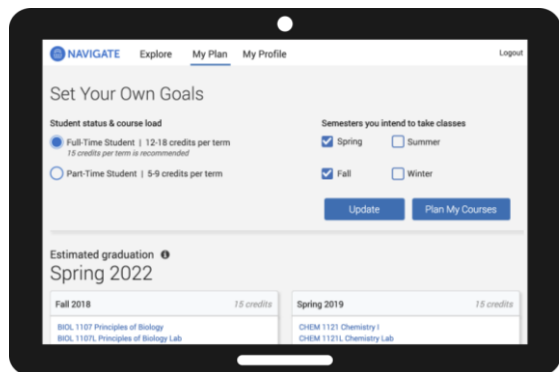
4.4%
Increase in overall graduation rate in two years

\$1.39M
Estimated preserved tuition revenue from reenrolled students

Academic Planning Helps Students Maintain Momentum Toward Completion

Students Who Create Plans in Navigate Are More Than Twice as Likely to Reenroll

- ▶ Navigate’s Academic Planning allows students to set a graduation goal, plan courses for each term, and collaborate with their advisor in a shared workspace



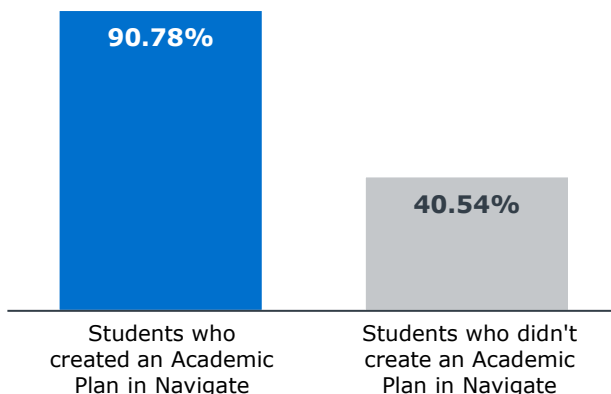
ENGAGING STUDENTS

Students learn about Navigate’s Academic Planning during Orientation and receive push reminders to create a plan

ENGAGING ADVISORS

The Advising Center leads trainings to teach advisors how to help students understand, craft, refine their academic plans

Fall-to-Spring Reenrollment Rate With and Without Academic Plans



665 students

Who may not have reenrolled without a Navigate Academic Plan

\$1.39M+

Estimated preserved tuition revenue from reenrolled students

Navigate Improves Onboarding and for Undecided Students

BEFORE: Fragmented Process



Undecided students filled out a **confusing application** that did not include options for exploring or finding a potential major



All undecided students were tagged as general Associate of Arts seekers in the computer system, but **staff couldn't determine** which students were truly seeking this degree and which were undecided



Some students were referred to a counselor or advisor, but **this wasn't consistent** for all students

AFTER: New Streamlined Process



1 Student indicates potential **meta-major of interest** on the application, even if undecided



2 Student **accesses Navigate**, which provides a clear list of next steps for enrollment



3 Student's FAFSA and high school transcript accessible through the **Navigate Student Profile**



4 Admissions **initiates contact** in Navigate, using meta-major of interest to help students register

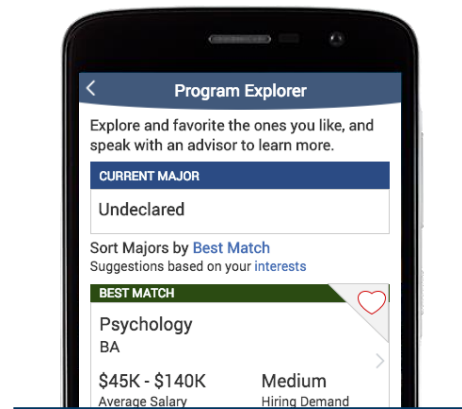
Addition of New Course Improves Major Exploration



A new College 101 course section specifically for undecided students provides **dedicated support** as they transition to college and find their path

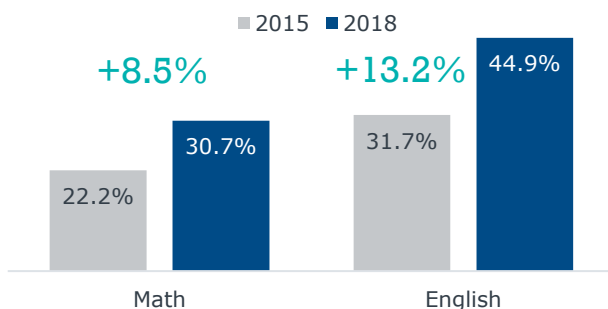


Student Success leadership added Navigate's Program Explorer into the College 101 curriculum to help students **identify programs and careers** of interest

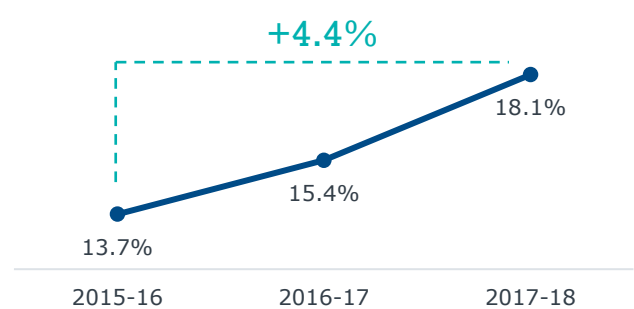


Grad Rate Up 4.4%, with Notable Increases in Course Completion Rates

Degree-Level Course Completion Rates



Graduation Rate



“Navigate is entwined in both the classroom and structural changes we've made. It is the primary mechanism by which we will truly accomplish a streamlined, Guided Pathways approach for our students.”
 -Executive Vice President of Academic and Student Affairs at York Technical College

Key Outcomes Are at Their Highest in York Tech History

97%

Post-completion job placement rate

66%

Fall-to-Fall persistence rate

75.2%

Overall course pass rate

18%

Graduation rate

\$125K

Additional revenue from various initiatives to improve completion

Timely and Personalized Onboarding Guidance Results in Revenue Gains

Georgia Piedmont Technical College, Public Associate College in Clarkston, Georgia

- **About:** Part of the 22-member Technical College System of Georgia, Georgia Piedmont Technical College (GPTC) serves over 4,100 students across four campuses. Of all GPTC students, 62% are Pell-eligible, 90% are first-generation, and the six-year graduation rate is 23%.
- **Challenge:** GPTC was losing a significant number of students between application and enrollment, with many non-enrolled applicants enrolling at others colleges. Feedback from the call center revealed that students were confused and frustrated with the onboarding process.
- **Solution:** With EABs help, GPTC reevaluated their onboarding experience from the student perspective and identified three key areas where they could make improvement: acceptance communication, orientation, and faculty and professional advising.
- **Impact:** As a result of this work, students now have a clear understanding of how to transition from admission to enrollment. From 2016-2017, GPTC saw a 26% increase in summer enrollment, and received \$48k in additional tuition revenue.

Impact Highlights

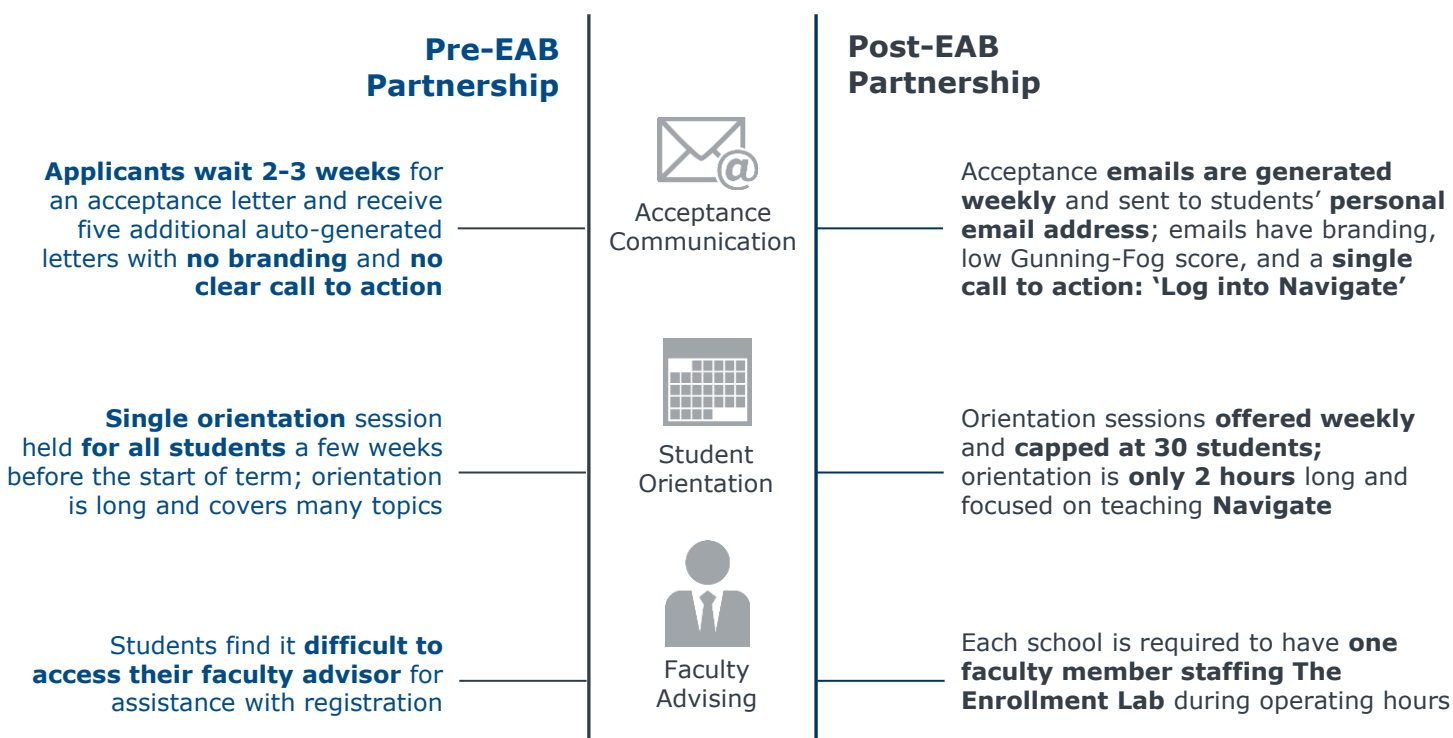
26%

Increase in summer enrollment (2016-2017)

\$48K

Increase in tuition revenue (2016-2017)

Optimizing the Onboarding Experience



Reimagining The Professional Advisor Role at GPTC

Incorporating Navigate into Advisor Workflow Allows for Holistic Advising



1 Schedule the Appointment

Setup availability in Navigate, sync with your Outlook calendar, and schedule appointment with student."



2 Prepare for the Appointment

Log into Navigate and review the student's profile in advance of your appointment."



3 Meet with the Student

"Review the student's Path Items during the appointment to ensure they are not overlooking key enrollment steps."



4 Follow-Up After Appointment

"Complete advising summary report in Navigate immediately following appointment."

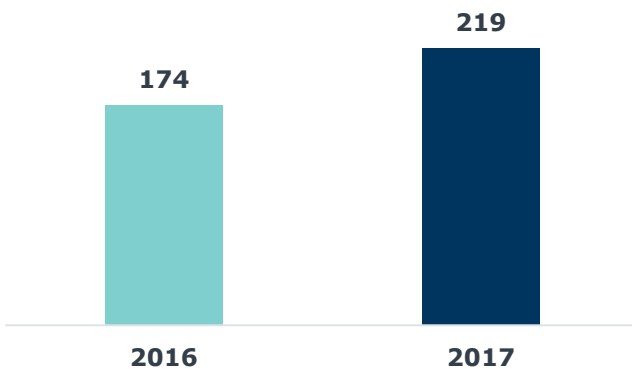
Key Outcomes

- ✓ **Students can easily view their advisor's availability**, making it easier for them to schedule appointments.
- ✓ **Students receive tailored and accurate advice** because advisors can frame the conversation around the unique academic and personal situation of each student.
- ✓ **Students experience seamless support** from one appointment to the next due to accessibility of centralized notes and reports.

Student-Centered Approach Moves the Dial on Enrollment

Promising Gains Within First Three Months of Launch

Student Summer Enrollment Numbers (2016-17)



45 more students

enrolled in 2017 due to a simplified onboarding process

Creating Efficiencies and Increasing Completion Rates Through Data-driven Advising

Broward College, Public College in Fort Lauderdale, FL

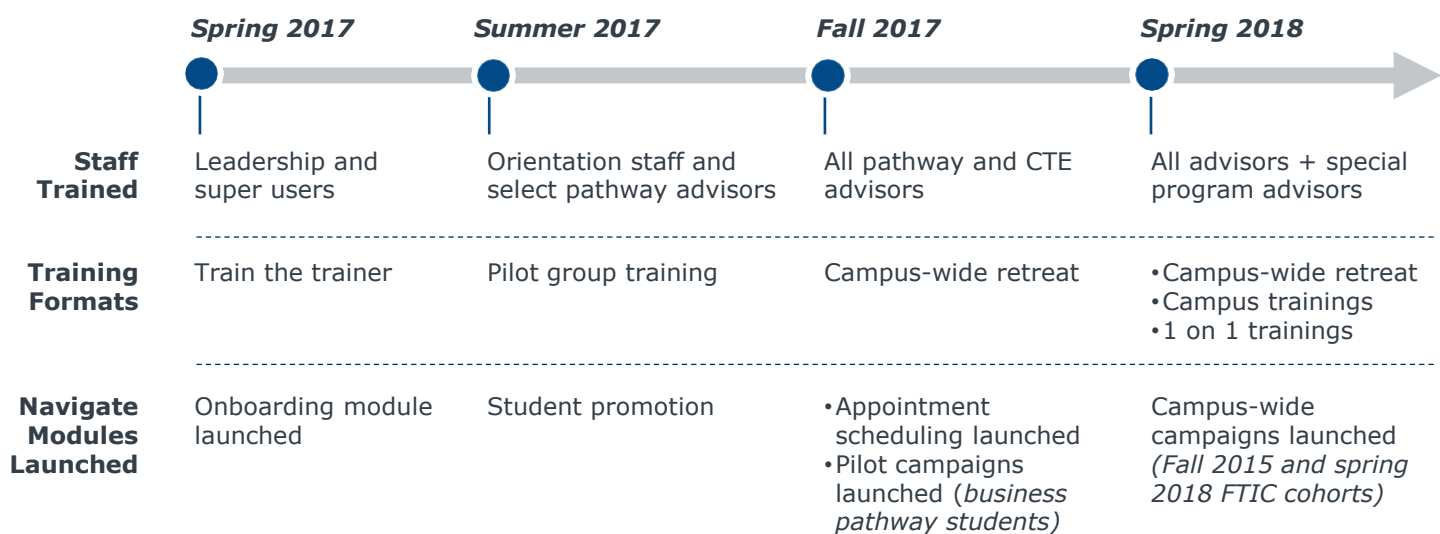
- **About:** Broward College (BC) is a public community college that serves over 60,000 students. BC utilizes a centralized advising model to coordinate the efforts of over 100 advisors across six campuses.
- **Challenge:** Despite transitioning to a centralized advising model and assigning advisors to specific pathways, BC was still experiencing challenges with their advising process. Inefficient case management and manual data tracking absorbed a great deal of advisors' time and students continued to make appointments with non-assigned advisors. BC was particularly concerned about their First Time In College (FTIC) students, as this population is tied to critical state funding.
- **Solution:** Through the use of technology and guided by a diverse advising council, BC was able to reset their advising expectations and increase the efficiency of their entire staff. Advisors began running targeted appointment campaigns for critical student populations and students were able to easily identify and access their assigned advisor.
- **Impact:** In just over a year, BC was able to see wide-spread adoption of Navigate by both students and staff and saw a 5% increase in completion rate for their Fall 2015 FTIC Cohort.

Impact Highlights

5%
Increase in completion rate for Fall 2015 FTIC cohort in Spring 2018

34
Advisor hours saved each week due to automated advising reports

Phased Roll-out Leads to Wide-Spread Buy-In and Adoption

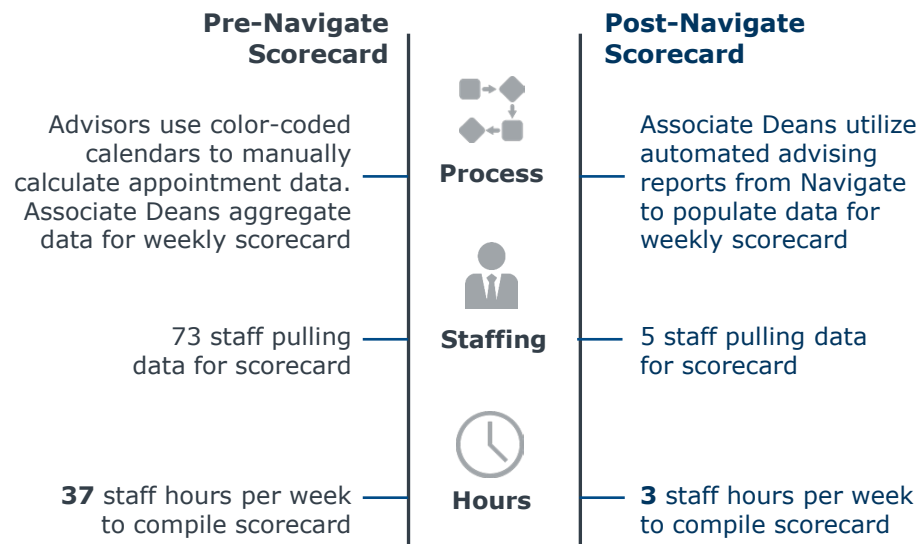


Key Factors for Successful Technology Implementation

- ✓ Phased Roll-out by Semester
- ✓ Varied and Ongoing Trainings
- ✓ Input from Advising Council

Scorecard Creation Process Transformed Through Automated Advising Reports

A Data-Driven Approach That Saves Time and Increases Accountability



Utilizing a weekly scorecard increases advisor accountability and creates a sense of urgency to learn the platform and maintain accurate records



107K

Appointments Created
Sept 2017 - September 2018



92K

Advising Reports Filed
Sept 2017 - September 2018



I appreciate the intuitive nature of the tool and the ability to access data and target different student populations. It has helped to enhance **transparency and accountability** in the division while freeing advisors to focus on their day-to-day work of helping students to succeed.

With Navigate, we finally have a tool that enables us to have a **longitudinal perspective on student success**. We are now able to pose tough questions pertaining to the effectiveness of our advising strategies.

We have truly shifted to a caseload management mentality. This enables students and advisors to **establish and nurture an advising relationship**.

- Advising Associate Deans



Smart Guidance and Targeted Outreach Drives Improved Student Outcomes

All Students

44K



Number of students who logged into Navigate between March 2017 to August 2018



54%

Are repeat Navigate users



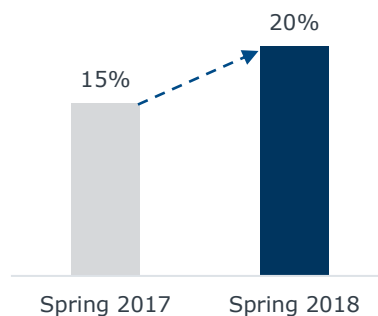
42%

Completed the Major Explorer

FTIC Students

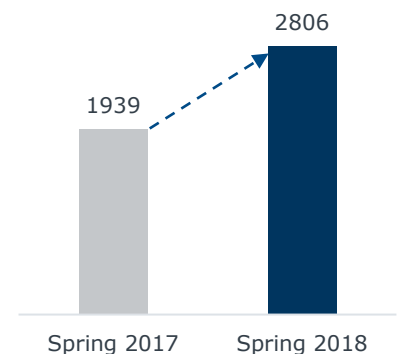
Completion Rates

Fall 2015 FTIC Cohort
Year Over Year



Advising Appointments

Spring 2017 vs Spring 2018 FTIC Cohorts



Coordinating Shared Advising Around Technology Improves Student Satisfaction

Trident Technical College, Public, Associate College in Charleston, SC

- **About:** Trident Technical College (TTC) is a public associate college with a total enrollment of approximately 13,000 students across seven campus and site locations. The six-year graduation rate is 10%.
- **Challenge:** TTC’s faculty advising model was increasingly strained due to high student demand. The recent introduction of a compressed mini-semester schedule further reduced faculty availability. Many students indicated via survey that they were either unable to schedule appointments or their interactions didn’t further their academic goals.
- **Solution:** In 2016, TTC partnered with EAB Navigate to improve the student onboarding experience, which included replacing their traditional orientation with Navigate *MyPath*. Navigate also supported TTC’s transition to a shared advising model, which allows students to readily access Navigators (onboarding and enrollment experts) and schedule appointments with faculty advisors (program experts).
- **Impact:** With the help of Navigate, student satisfaction increased. Additionally, 87% of students used *MyPath*, and student usage of the HUB doubled, allowing advisers to provide guidance and support.

Impact Highlights

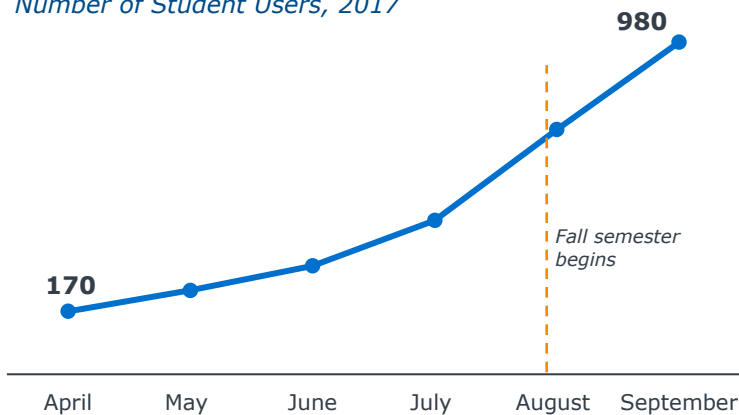
87%
Percentage of Navigate users have used *MyPath*

97%
Percentage of students who plan to use Navigate again

Navigate Usage and Adoption Leads to Increase in Overall Student Satisfaction

Utilization Increases Leading Up to Enrollment

Number of Student Users, 2017



5x Increase in student utilization during initial five-month launch

Students Endorse Value of New Model

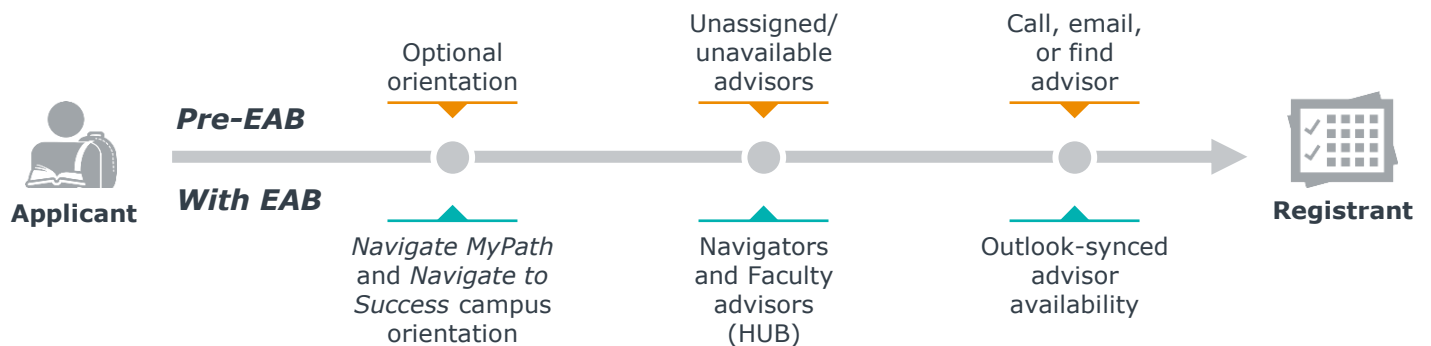
Advising HUB Survey Results

- ✓ **The Navigate software was easy to use.**
- ✓ My Navigator was helpful with addressing my questions and concerns.
- ✓ My Navigator was knowledgeable.
- ✓ I was satisfied with my HUB experience.
- ✓ **I will use the Navigate software again in the future.**

Creating A Coordinated Care Network for All Students

Students Value Navigates' Ease of Use, Especially Tools for Course Planning and Scheduling

TTC's Onboarding Process Before and After EAB Engagement



Creation of a Student Success Centered Advising Model

HUB - Pilot Advising Model Integrates Professional and Faculty Advisors



Navigator**

Onboarding Expert



Faculty Advisor

Program Expert

0-30 CREDITS (Determined by Program)

Contact new applicants to provide guidance and support.

Responsibilities:

- Schedules faculty appointments
- Trains students on Navigate
- Answers common first-time student questions and provide information on available campus resources
- Assists in building student plan
- Monitors student progress

30+ CREDITS (Determined by Program)

Transition student after reaching programmatic threshold.**

Responsibilities:

- Answers specific programmatic questions about courses, transfer, and prerequisites
- Meets with students for scheduled appointments and office hours

“ [My Navigator] was so enthusiastic and helpful. She was the best person for me to have my first actual conversation with on campus.”

Student

Trident Technical College

Key Improvements

- ✓ **Online orientation** through MyPath
- ✓ **Optional on-campus group orientation**
- ✓ **Assigned advisors** with contact information (email and phone)
- ✓ **Outlook appointment capability**

10

Navigators partially funded by Title III and iPASS award

2,751

Advisor appointments scheduled through Navigate

100%

Alignment and support of Trident Tech Pathways Title III grant project

**Navigators are available to all students to answer general questions.

Navigate Technology Streamlines Admissions and Registration to Drive Enrollment Growth

Wiregrass Georgia Technical College, Midsize Technical School in Valdosta, GA

- **About:** Wiregrass Georgia Technical College, part of the Technical College System of Georgia, has 5,900 students with a retention rate of 71%.
- **Challenge:** With staff spread across four campuses, communication between departments was inconsistent and uncoordinated. This led to students making repeated, unnecessary office visits for common tasks like changing majors. In addition, limited support for students during the registration process prevented Wiregrass from reaching their enrollment and retention rate goals.
- **Solution:** Wiregrass partnered with EAB and integrated Navigate into several essential processes on campus, allowing them to more efficiently process student applications and major changes. Additionally, Navigate registration campaigns ensured hundreds of students returned for the next semester.
- **Impact:** Overall fall-to-fall retention increased 10 percentage points in two years. Total enrollment increased 15 percentage points in one year and applicant-to-enrollee conversion increased 8 percentage points in the same time period.

Impact Highlights

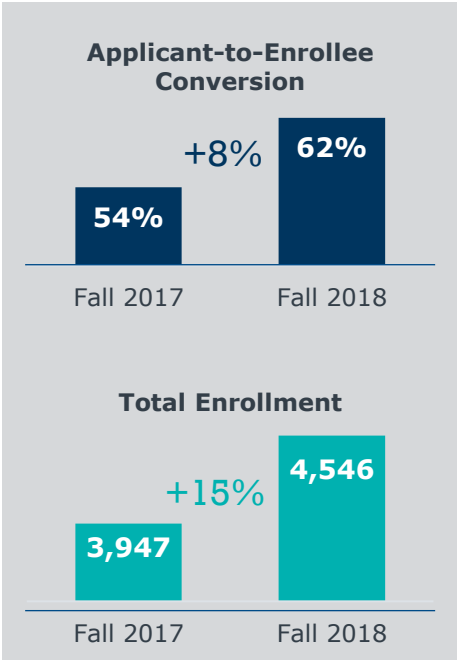
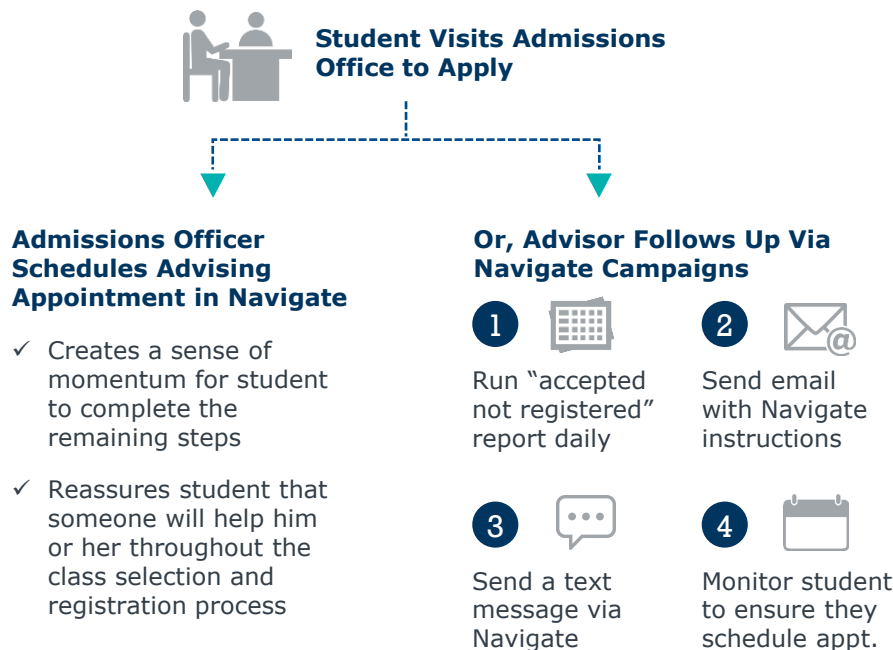
8%
Increase in applicant-to-enrollee conversion, Fall 17-18

15%
Increase in total enrollment, Fall 17-18

10%
Increase in retention, Fall 16-18

Wiregrass Applicant Journey Now Fully Integrated with Navigate Technology

Advising Appointments Are a Driving Force to Turn Applicants into Enrollees



Streamlining the Major Change Process for Students

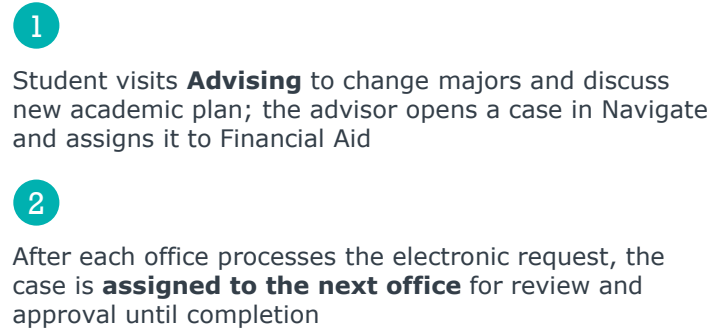
Before Navigate

(takes two weeks)



After Navigate

(takes three days)



Benefits to Students

- Quicker turnaround
- No need for physical sign-off
- Only visit one office
- Start new academic plan immediately

Registration Campaigns Bring Hundreds of Students Back to Campus

New Student Registration Campaign



80%

Of appointments kept

44%

Of contacted students registered

Returning Student Registration Campaign



94%

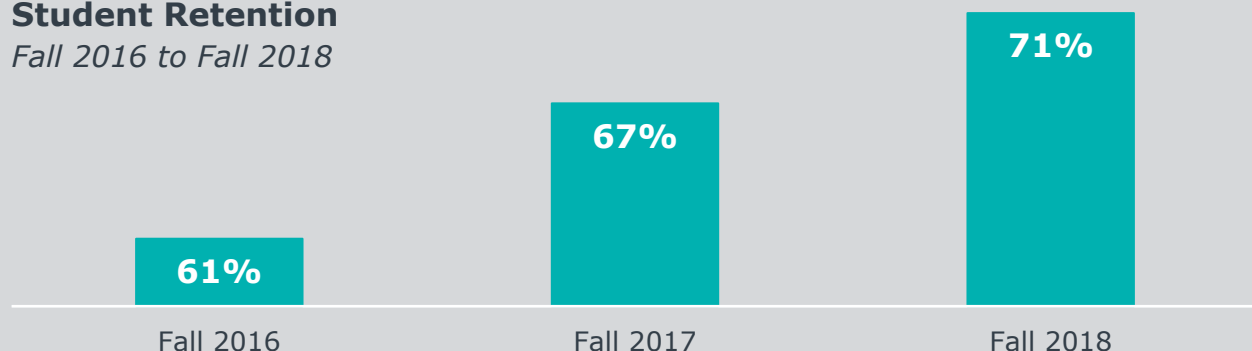
Of appointments kept

58%

Of contacted students registered

Student Retention

Fall 2016 to Fall 2018





Washington DC | Richmond | Birmingham | Minneapolis | New York

202-747-1000 | eab.com